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## Minor Hotels Europe & Americas to Debut in the Heart of the Alps with NH Collection Alagna Mirtillo Rosso

*This property marks the entry of NH Collection Hotels & Resorts, an upper-upscale brand of Minor Hotels in Italy's mountain hotel segment*



Minor Hotels Europe & Americas announces the upcoming addition of NH Collection Alagna Mirtillo Rosso to the portfolio of the upper-upscale NH Collection Hotels & Resorts brand in Italy. Located in the heart of the Pennine Alps, the four-star property will undergo a renovation process and officially open its doors under the new brand in March 2025.

NH Collection Alagna Mirtillo Rosso, located in the town of Alagna Valsesia, at the foot of Monte Rosa, caters to all travellers but is ideal for families and perfect for ski lovers. The hotel is just a few minutes from the Alagna, a cable car, which takes visitors to the Monte Rosa Ski ski

hotel, an area that links three valleys– Valsesia Valley, Gressoney Valley and Champoluc Valley, where ski enthusiasts can enjoy 150 kilometres of slopes between Piedmont and the Aosta Valley.

This hotel has 56 guest rooms, a wellness centre with spa divided into an adult-only area of 300 square metres with an indoor and outdoor pool, a salt flotation pool, a whirlpool, two saunas, a Turkish bath, experiential showers and four treatment rooms; and another area of 400 square metres for families with an indoor and outdoor pool. In addition, guests can enjoy the spacious garden, which has a children's play area and sun loungers. The hotel offers breakfast, lunch and dinner in its restaurant, with the option of a full board and a la carte menu.

Lara Ponti, owner of Hotel Mirtillo Rosso, commented: “The collaboration with Minor Hotels is a great opportunity for Mirtillo Rosso, the people who work here and all of Valsesia. Being part of such a relevant international group is an opportunity for development, but also a recognition of the value and beauty of this side of Monte Rosa. With the Minor group, I share the search for a sustainable business model, with strong values and deep local roots, through a focus on people and respect for the environment.”

**"We are very pleased to announce that such a special property, in the heart of the Alps, will become part of our portfolio, in a country as important to us as Italy, the European country with the second largest number of Minor Hotels properties"**

Dillip Rajakarier, CEO of Minor Hotels

This acquisition strengthens the portfolio of the NH Collection brand, which is celebrating its tenth anniversary and is present in Italy with 17 hotels in the country's main cities: Rome, Milan, Florence, Venice, Taormina, Genoa, Verona and Turin, among others.

The brand is also present in the Piedmont region, specifically in Turin, with NH Collection Torino Piazza Carlina and NH Collection Torino Santo Stefano.

In total, Minor Hotels Europe & Americas has 60 properties in Italy under the Anantara, Tivoli, Avani, NH Collection, nhow and NH brands.





## About Minor Hotels

Minor Hotels is a global hospitality group operating over 560 hotels, resorts and residences in 57 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit [minorhotels.com](https://www.minorhotels.com) and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

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